

# The International Year of Biodiversity 2010 Communications Guidelines

Any inquiries should be directed to:

Secretariat of the Convention on  
Biological Diversity  
Attention: The International Year of Biodiversity  
logo review board  
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Montreal, QC, Canada  
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This guide was created for the Convention on  
Biological Diversity by Futerra Sustainability  
Communications in July 2009.

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## Introduction to the International Year of Biodiversity 2010

### What is the International Year of Biodiversity 2010?

### The goals of the International Year of Biodiversity 2010

### Who are we talking to?

### Why we need you

### What will the International Year of Biodiversity 2010 do for you?

## What is the International Year of Biodiversity 2010?

The United Nations General Assembly declared that 2010 will be the International Year of Biodiversity (IYB), and will help raise awareness of the importance of biodiversity all over the world. It is an opportunity to:

- Stress the importance of biodiversity for our well-being.
- Reflect on our achievements to safeguard biodiversity so far.
- Encourage a redoubling of our efforts to reduce the rate of biodiversity loss.

Saving biodiversity requires effort from everyone. Through activities around the world, the global community will work together to ensure a sustainable future for us all.

The Secretariat of the Convention on Biological Diversity is the focal point for the International Year of Biodiversity. Established at the Earth Summit in Rio de Janeiro in 1992, the Convention on Biological Diversity (CBD) is an international treaty for the conservation and sustainable use of biodiversity and the equitable sharing of the multiple benefits of biodiversity. With 191 Parties, the CBD has near-universal participation.

## Goals of the International Year of Biodiversity 2010

Through the International Year of Biodiversity 2010 we hope to reflect the goals of organizations working all over the world to safeguard biodiversity. As such, the objectives of the International Year of Biodiversity 2010 are as follows:

- Enhance public awareness of the importance of safeguarding biodiversity and of the underlying threats to biodiversity.
- Raise awareness of the accomplishments to save biodiversity that have already been realized by communities and governments.
- Encourage individuals, organizations and governments to take the immediate steps needed to halt the loss of biodiversity.
- Promote innovative solutions to reduce the threats to biodiversity.
- Start dialogue between stakeholders for the steps to be taken in the post-2010 period.

## Introduction to the International Year of Biodiversity 2010

What is the International Year of Biodiversity 2010?

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Who are we talking to?

Why we need you

What will the International Year of Biodiversity 2010 do for you?

## Who are we talking to?

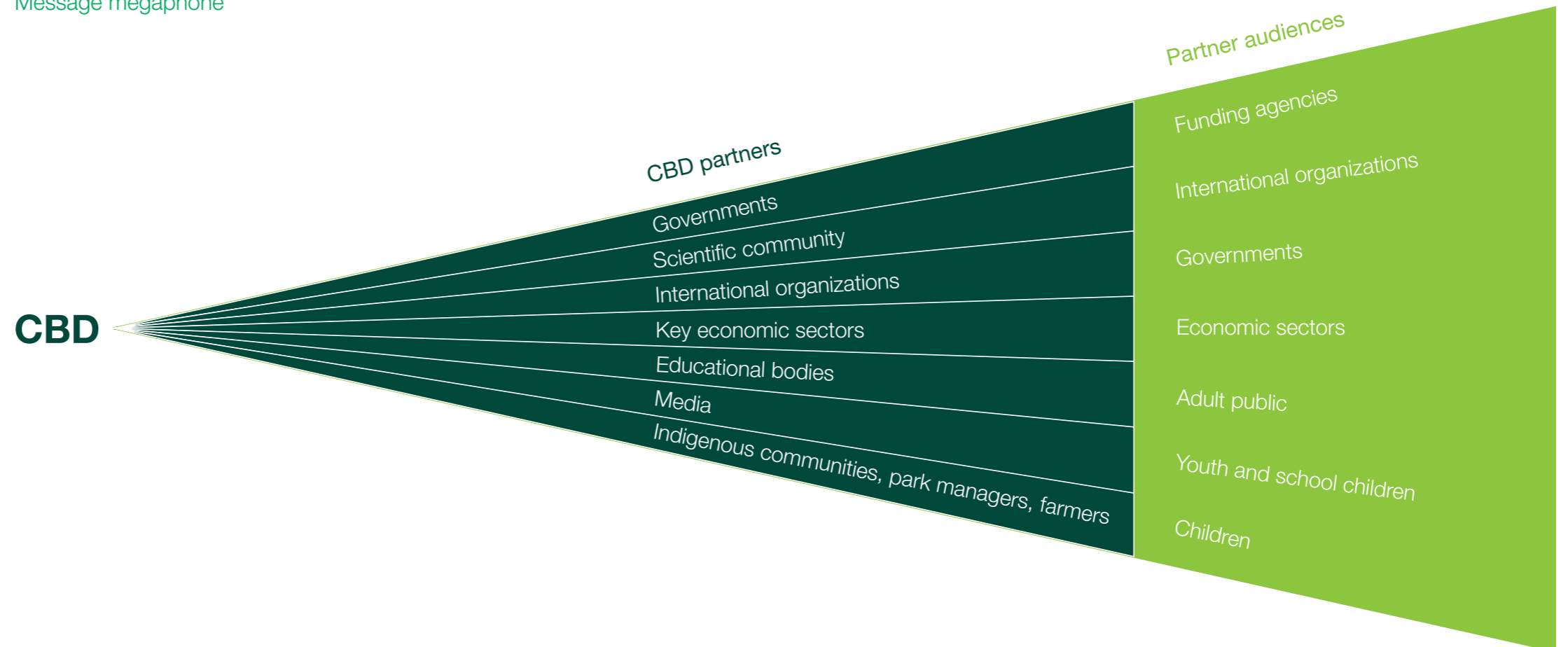
### Partners

It is you, the partners of the CBD, who we are talking to directly. We need your help to spread the messages and brand identity we have created for the International Year of Biodiversity to all your relevant stakeholders. This will ensure significant action is taken worldwide to halt the loss of biodiversity.

### Targets

It is up to you to target your members, associates and stakeholders. The International Year of Biodiversity messages and brand identity we have created can be used as a platform to communicate your own actions to your audiences.

### Message megaphone



## Introduction to the International Year of Biodiversity 2010

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### Why we need you

The International Year of Biodiversity 2010 is a global campaign designed to encourage worldwide action to safeguard biodiversity.

This is a significant challenge. To be successful, we need to inspire action from all sectors, all over the world. To do this, we need to work together to communicate consistent, compelling messages to our shared audience targets. We will provide the communications tools to help organizations like yours, that are already doing great work, to urge others to take action as well.

No one knows the challenges you face as well as you do. We want to use your knowledge and expertise to make sure the action we take is big enough and bold enough to make a real difference.

Together we can safeguard the biodiversity on which we all depend.

### What will the International Year of Biodiversity 2010 do for you?

Safeguarding biodiversity requires action at all levels: government, business, the public and the individual. Hundreds of organizations around the world are running campaigns to encourage these groups to take action to safeguard biodiversity.

The International Year of Biodiversity 2010 aims to reflect upon their achievements, celebrate their successes, and support them in their actions. We aim to do this by building a foundation of knowledge around what biodiversity means, and why safeguarding it is so important. This will provide a platform for you to get your own message out.

We want to help you talk about your work on safeguarding biodiversity. Above all, we want to make sure that your 'call to action' is as effective as possible, and that your plans for safeguarding biodiversity beyond 2010 start from a position of strength.



## Message Usage Guidelines

1. Communications Framework
2. The Core Messages
3. Message Use
4. FAQs (Frequently Asked Questions)

## Message Usage Guidelines

### 1. Communications Framework

#### Discovery and realization

#### Excitement, opportunity, optimism, urgency

#### What our messages do

#### What your messages need to do

## Discovery and realization

Talking about biodiversity isn't easy. It is a complex, scientific subject that encompasses everything and everyone. However, biodiversity is also an inspiring and exciting story – it is the story of life and the systems that sustain it.

If we want to motivate people around the world to take action to safeguard biodiversity, we need to help them discover the amazing connections between themselves and the world around them, and then realize the consequences of biodiversity loss as well as the huge benefits we will all share if we conserve and use it sustainably.

## Excitement, opportunity, optimism, urgency

This is a real challenge, and we need to get our communications just right in order to succeed. It is vital that our communications...

...create **excitement** around the discovery that people are part of nature and intertwined with biodiversity.

...highlight the huge **opportunity** we are presented with, to safeguard biodiversity and create better lives for us all.

...create a strong sense of **optimism** that it's not too late to act, and that together we can make a huge difference.

...are honest about the **urgency** of the challenge. Now is the time for action.

## Message Usage Guidelines

### 1. Communications Framework

Discovery and realization

Excitement, opportunity, optimism,  
urgency

What our messages do

What your messages need to do

### What our messages do

Our messages are designed to lay the foundations for your call to action. They aim to do this by following these objectives:

- Remove the perception that people are disconnected from biodiversity.
- Raise awareness of the threats of biodiversity loss and the benefits of safeguarding it.
- Promote a sense of urgency for action to halt the loss of biodiversity, and encourage people to act now.

### What your messages need to do

Using the International Year of Biodiversity 2010 messages as a foundation, your messages should do the following:

- Urge your target audiences to take action.
- Provide a list of specific actions they can take to safeguard biodiversity in your area.
- Provide guidance for how to take action.



## Message Usage Guidelines

### 2. The Core Messages

#### Message hierarchy

Slogan

Messages

Boilerplate

Narrative

### Message hierarchy

The table below outlines the 4 different types of message provided by the International Year of Biodiversity 2010, and the one that your organization will need to provide. It also describes the purpose of each of these message types for your communications.

What	Purpose
<b>Slogan</b>	<b>The 'hook'</b> Designed to grab attention and leave people wanting to know what this is all about.
<b>Discoveries</b>	<b>The 'what'</b> Deliver the core messages for the International Year of Biodiversity 2010.
<b>Boilerplate</b>	<b>The 'why'</b> Expansion and combination of the discoveries that provides a short overview and rationale for the International Year of Biodiversity 2010.
<b>Narrative</b>	<b>The 'why'</b> The story behind biodiversity and the International Year of Biodiversity 2010.
<b>Call to action</b>	<b>The 'how'</b> Specific calls to action, to be added by you.

## Message Usage Guidelines 2. The Core Messages

### Message hierarchy

#### Slogan

#### Messages

#### Boilerplate

#### Narrative

## Slogan

The slogan is short and catchy, to be used on promotional materials. The slogan aims to get people's attention, leaving them wanting to know more about the International Year of Biodiversity. The slogan is exciting, thought-provoking, and memorable.

**Biodiversity is life.**  
Biodiversity is our life.

## Messages

The messages communicate the main points of the International Year of Biodiversity efficiently and effectively so that people have a clear understanding of the International Year of Biodiversity and its aims.

### Pre-amble

Humans are part of nature's rich diversity and have the power to protect or destroy it.

### Discovery 1

Biodiversity, the variety of life on Earth, is essential to sustaining the living networks and systems that provide us all with health, wealth, food, fuel and the vital services our lives depend on.

### Discovery 2

Human activity is causing the diversity of life on Earth to be lost at a greatly accelerated rate. These losses are irreversible, impoverish us all and damage the life support systems we rely on everyday. But we can prevent them.

### Discovery 3

2010 is the International Year of Biodiversity. Let's reflect on our achievements to safeguard biodiversity and focus on the urgency of our challenge for the future. Now is the time to act.

## Message Usage Guidelines

### 2. The Core Messages

#### Boilerplate

Message hierarchy

Slogan

Messages

Boilerplate

Narrative

The boilerplate provides further explanation of the key messages to give people a better understanding of the International Year of Biodiversity. This can be used as a generic text, retaining all of the key information.

You are an integral part of nature; your fate is tightly linked with biodiversity, the huge variety of other animals and plants, the places they live and their surrounding environments, all over the world.

You rely on this diversity of life to provide you with the food, fuel, medicine and other essentials you simply cannot live without. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.

2010 is the International Year of Biodiversity, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. This is vital for current and future human wellbeing. We need to do more. Now is the time to act.

## Message Usage Guidelines

### 2. The Core Messages

#### Narrative

Message hierarchy

Slogan

Messages

Boilerplate

Narrative

The narrative provides the story and further explanation for the International Year of Biodiversity's key messages. Its purpose is to create excitement, intrigue and help people discover biodiversity; how we are related to it, and the importance of safeguarding it.

You are biodiversity. Most of the oxygen you breathe comes from plankton in the oceans of the world and lush forests around the globe. The fruit and vegetables you eat were likely pollinated by bees, and the water you drink is part of a huge global cycle involving you, clouds, rainfall, glaciers, rivers and oceans.

Your diet depends almost entirely on the plants and animals around us, from the grasses that give us rice and wheat, to the fish and meat from both wild and farmed landscapes. Your body contains up to 100 trillion cells and is connected with everything around you and the wider world in a wonderfully complex and timeless system. You share your atoms with every being and object in the natural world, you are both ancient and inconceivably young. Biodiversity is life, your life is biodiversity and biodiversity is you.

You share the planet with as many as 13 million different living species including plants, animals and bacteria, only 1.75 million of which have been named and recorded. This incredible natural wealth is a priceless treasure that forms the ultimate foundation of your human wellbeing. The systems and processes these millions of neighbours collectively provide produce your food, water and the air you breathe – the basic fundamentals of life.

As if that was not enough they also supply you with timber and plant materials for furniture, building and fuel, the mechanisms that regulate your climate, control floods and recycle your waste and the novel compounds and chemicals from which medicines are made. You may take biodiversity so much for granted, and it is so obviously all around you, that it is sometimes easy to forget it's there - that you are a part of it and can't live apart from it.

Biodiversity's contribution to your life is not just practical, physical and utilitarian, it is also cultural. The diversity of the natural world has been a constant source of inspiration throughout human history, influencing traditions, the way our society has evolved and supplying the basic goods and services upon which trade and the economy is built. The disappearance of unique species is a loss that cannot be calculated and leaves us all much poorer.

The loss of iconic and symbolic species is not only a cultural tragedy; it also undermines our own survival. The beautiful, bountiful diversity of the natural world is being damaged as a result of human activities. Felling or burning of forests, removal of mangroves, intensive farming, pollution stress, overfishing and the impacts of climate change are all destroying biodiversity.

We can stop this loss, the question is will we? The International Year of Biodiversity is our chance to prove we will.

## Message Usage Guidelines

### 3. Message Use

### Where to use these messages

#### Where to use these messages

#### Integrating your own messages

The table below outlines which messages you should be using and when, on the range of different promotional methods available.

Message	Posters, flyers, leaflets, presentations	Press releases, newsletters, Emails	Banners, signs	Website	TV, radio
<b>Slogan</b>	X		X	X	X
<b>Messages</b>	X	X	X	X	X
<b>Boilerplate</b>		X		X	
<b>Narrative</b>		X		X	

## Message Usage Guidelines

### 3. Message Use

#### Where to use these messages

#### Integrating your own messages

### Integrating your own messages

The International Year of Biodiversity is about your activities, campaigns and efforts to save biodiversity. Our messages create an important foundation, and we want to encourage you to use these as the introduction to your own activities.

It is important that at all times your messaging remains simple and concise. It should also maintain the sense of discovery, wonder and urgency that the campaign messages are based on.

You do not have to clear these messages with the Secretariat of the Convention on Biological Diversity, but the Secretariat would appreciate receiving copies of any information material that you produce.

#### Your own action messages should:

- Offer stakeholders practical actions they can do to help support your campaign.
- Promote the activities and issues that are central to your campaign, mission or event.
- Provide specific examples of:
  - Ecosystem services that are directly relevant to your area and that your stakeholders will be familiar with.
  - Success stories from your area. These might include the conservation and sustainable use of biodiversity, or the equitable sharing of benefits from the use of the genetic resources of our world.

## Message Usage Guidelines

### 4. FAQs

## Frequently Asked Questions

### Can I translate this into a local language?

Yes. We want the International Year of Biodiversity messages to reach as many people as possible, so all partners are encouraged to translate the International Year of Biodiversity messages into local languages. Once translated, please send a copy to the Secretariat.

### Can I make adjustments to the messages?

We discourage people from making adjustments to the messages, unless it is absolutely necessary for translation into local languages. The messages were designed to clearly communicate the aims of the International Year of Biodiversity, and changing them could cause confusion. If you feel you need to make adjustments, think about creating your own “action” messages, which we describe on page 13.

### The message doesn't say anything specific about marine ecosystems, what do I do?

The message is designed to provide clear communications to the world about the International Year of Biodiversity. We encourage you to integrate your own actions relevant to your organization's specific ecosystems or issues. For example, you can add additional messages and actions into your own brochure after the main messages are transmitted.

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Fax: +1 514 288 6588  
Email: IYB2010@cbd.int



## Brand Usage Guidelines

1. The Logo
2. Typography
3. Colour Palette
4. Applying the Brand
5. Brand Usage Rules
6. FAQs (Frequently Asked Questions)



## Brand Usage Guidelines

### 1. The Logo

#### The logo

#### Translating the logo

#### Clear space

#### Sizing

#### Relationship to other logos

#### Dos & Don'ts

### The logo

The logo is designed to convey the concept of discovery and realization. A host of symbolic iconographic elements are included within the design to depict the scope of biodiversity, which includes marine, flora and fauna aspects. Together, they demonstrate how biodiversity is life and how we, as humans, are realizing our place within this journey.

The logo consists of three core components:

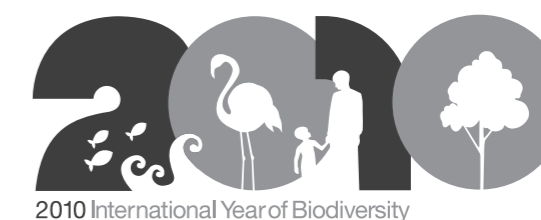
- The year "2010" that frames the campaign and the logo elements.
- The iconographic elements symbolising biodiversity. These include fish, waves, a flamingo, an adult and child, and a tree.
- The title of the campaign, "2010 International Year of Biodiversity."

Under no circumstance should any one or more of these components be separated with the exception of the campaign title. The campaign title should not be included on small formats where the words will not be legible. As a guide, the campaign title should not be used if the logo is less than 70 mm or 200 pixels wide.

The logo is available in colour and grayscale EPS, GIF, hi-res JPEG and web JPEG formats. The logo is also available in a white and in a light green outline EPS and GIF format, for use on dark backgrounds. To download, please go to [www.cbd.int/2010](http://www.cbd.int/2010)



The logo. This is the main version and the version that should be used as much as possible.



Above: the title should not be used on logos smaller than 70 mm.

The grayscale version of the logo.

The outline version of the logo, for use on dark backgrounds.

## Brand Usage Guidelines

### 1. The Logo

The logo

Translating the logo

Clear space

Sizing

Relationship to other logos

Dos & Don'ts

### Translating the logo

The logo strapline can be translated. Here are examples in the official United Nations languages. The strapline should not extend past the right extreme of the final "0" of the logo.



Top: English  
Middle: French  
Bottom: Spanish

Top: Russian  
Middle: Chinese  
Bottom: Arabic

## Brand Usage Guidelines

### 1. The Logo

The logo

Translating the logo

Clear space

Sizing

Relationship to other logos

Dos & Don'ts

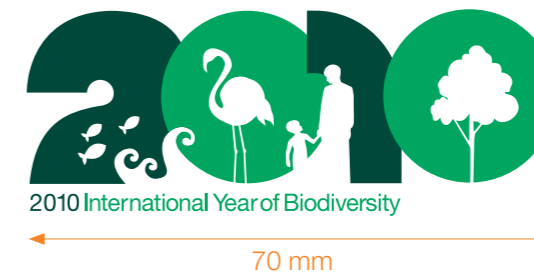
### Clear space

A quarter segment of the “0” should be used as a guide for minimum clear space. To protect the logo from visual interference, this space is required around all of its sides, including background field edges, trim and rules.



### Sizing

The logo should never appear smaller than 45 mm wide. For logos smaller than 70mm in width, the title should not appear.



## Brand Usage Guidelines

### 1. The Logo

The logo

Translating the logo

Clear space

Sizing

Relationship to other logos

Dos & Don'ts

## Relationship to other logos

When using the logo beside other logos, it should appear at the same height. Always refer to the guidelines of the other logos as well, particularly regarding clear space. As a rule, enough space should be maintained between the logos to maintain their integrity by ensuring that each is distinct and recognizable.



In instances where other logos appear in grayscale, you should use the grayscale version of the logo.

# Brand Usage Guidelines

## 1. The Logo

The logo

Translating the logo

Clear space

Sizing

Relationship to other logos

Dos & Don'ts

### Dos



The logo should only ever appear in the specific two greens shown here (values specified in the Colour palette section on page 23); in grayscale for use on black and white documents and; in white outline, for use on dark backgrounds.



On dark backgrounds, the white or light green outline versions of the logo should be used.



The logo can be used on light coloured backgrounds. There should always be enough contrast between the logo and the background it is placed on.



The logo can be used on photographic images provided it is placed on an area that is light in colour and not busy.

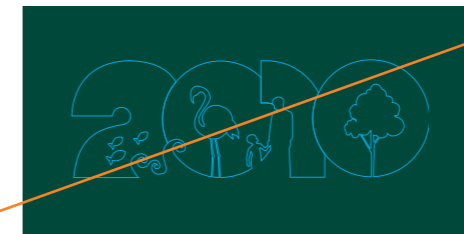
### Don'ts



The logo should not appear with any screens.



The logo should not appear in any colours other than the specified greens, grayscale and white outline.



Only the white and light green outline versions of the logo should be used on dark backgrounds. No other colours should be used.



The logo should not be used on dark coloured backgrounds and on backgrounds that do not provide enough contrast.



The logo should not be used on dark, busy photographic backgrounds.

## Brand Usage Guidelines 1. The Logo

The logo

Translating the logo

Clear space

Sizing

Relationship to other logos

Dos & Don'ts

### Dos



The logos proportions should be kept as it is and never altered. No filters and effects should be applied.



2010 International Year of Biodiversity

The font, size and position of the campaign title should be kept as it is and never altered.

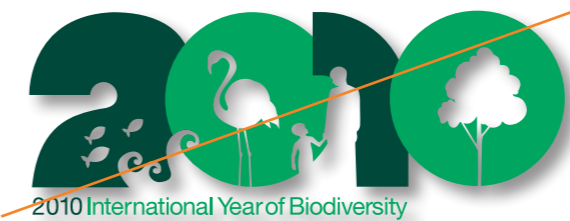
### Don'ts



The logo should not be squashed or stretched.



The logo should not be skewed.



Drop shadows and any other effects or filters should not be used.



The typeface of the campaign title should never be changed.



The size of the campaign title should never be changed.



The position of the campaign title should never be changed.

## Brand Usage Guidelines 2. Typography

Typefaces

Treatment

### Typefaces

The headline typeface is **Helvetica Neue Roman.**

The supporting typeface is **Helvetica Neue Light.**

For online applications and word processing, **Helvetica Regular** should be used.

### Treatment

Headings should have only the first letter of the first word capitalized.

~~CAPS SHOULD NOT BE USED.~~

Where possible and aesthetically pleasant, headings should be written in one of the colours from the Colour palette (see page 23).

## Brand Usage Guidelines

### 3. Colour Palette

#### Primary palette colours

#### Secondary palette colours

### Primary palette colours

These colours are commonly associated with biodiversity and nature. Their use will help to build familiarity and solidarity amongst biodiversity actors and initiatives.



PMS: 3308 C\*  
CMYK: 100 / 0 / 60 / 72  
RGB: 0 / 72 / 58  
HEX: #003333



PMS: 347 C or 347 U  
CMYK: 96 / 0 / 88 / 1  
RGB: 0 / 155 / 72  
HEX: #009933

### Secondary palette colours

These colours have been chosen as representatives of different aspects of biodiversity. Blue represents water, oceans and marine life. Green represents vegetation, forestry and agriculture. Orange represents the sun and feelings of optimism and hope. The colours are vibrant to reflect the spirit of discovery, realization and action.

These colours should not be used for the logo, with the exception of the green which can be used in the outline logo for use on dark backgrounds.



PMS: 3005 C  
CMYK: 100 / 34 / 0 / 2  
RGB: 0 / 129 / 198  
HEX: #0066CC



PMS: 376 C  
CMYK: 50 / 0 / 100 / 0  
RGB: 140 / 198 / 93  
HEX: #66CC33



PMS: 165 C  
CMYK: 0 / 59 / 96 / 0  
RGB: 245 / 132 / 38  
HEX: #FF6600

\* "C" refers to Coated and "U" to Uncoated.



## Brand Usage Guidelines 4. Applying the Brand

### Iconographic style

Image style

Letterheads

Reports and posters

Large format usage

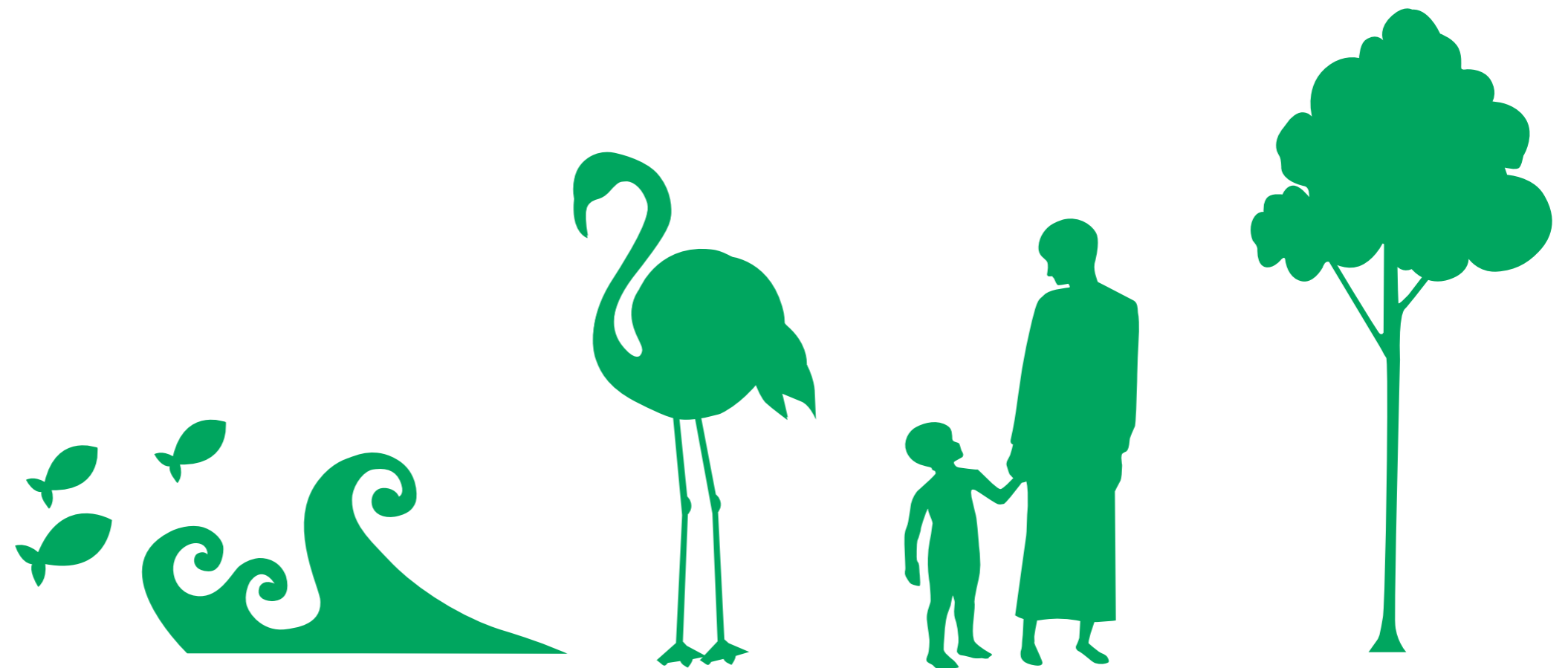
Online

Animation

### Iconographic style

The elements that make up the logo can be used as icons to represent different aspects of biodiversity.

These icons are available for download at [www.cbd.int/2010](http://www.cbd.int/2010)



## Brand Usage Guidelines 4. Applying the Brand

### Iconographic style

#### Image style

### Letterheads

### Reports and posters

### Large format usage

### Online

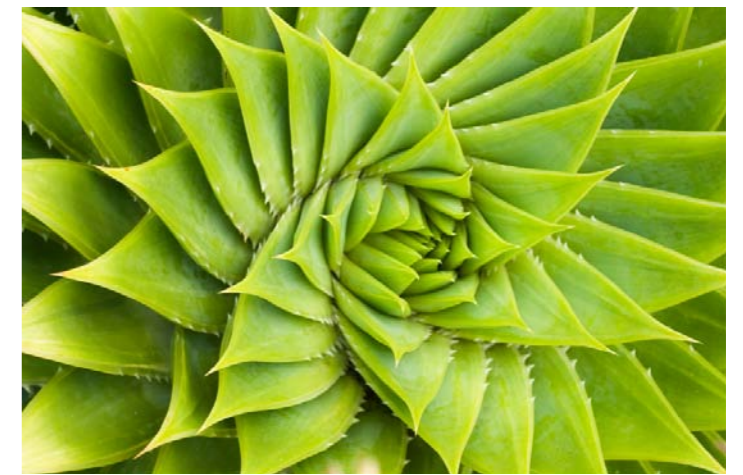
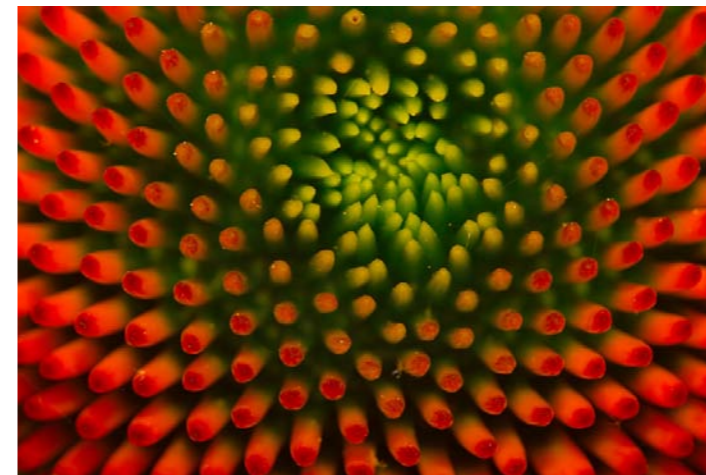
### Animation

## Image style

Photography can be used to bring vibrancy and context to your communications. As a general rule, images should be optimistic but not trite; colours should be bright; and images should intrigue and engage through the use of unusual angles, close-ups and interestingly cropped compositions. There are two types of image style that can be used:

### Discovery and excitement

Images of biodiversity that portray beauty, complexity and evoke a sense of awe and adventure. Patterns found in nature are an example.



## Brand Usage Guidelines

### 4. Applying the Brand

Iconographic style

Image style

Letterheads

Reports and posters

Large format usage

Online

Animation

### Image style

Intertwinement, collectiveness and action

Images that show people as being a part of nature and intertwined with biodiversity. Images that illustrate the value of action and, in particular, collective action.



## Brand Usage Guidelines 4. Applying the Brand

Iconographic style

Image style

Letterheads

Reports and posters

Large format usage

Online

Animation

### Letterheads

Below is the recommended template for letterheads.



### Reports and posters

Below is a template that can be adapted for posters and for report covers. The logo elements can be used as watermarks on the posters, but no more than one element should be used on any one poster. Elements should be in the dark green from the primary palette, with a 5% tint.



## Brand Usage Guidelines 4. Applying the Brand

Iconographic style

Image style

Letterheads

Reports and posters

Large format usage

Online

Animation

### Large format usage

Most large format applications, such as billboards and entryway banners, are likely to be in areas where passersby do not have very much time to read a lot of information. It is recommended that such areas are used for teasers and profile-raising, rather than information provision. Thus, text should be kept to a minimum and focus instead should be on the logo and its various elements.



## Brand Usage Guidelines 4. Applying the Brand

Iconographic style

Image style

Letterheads

Reports and posters

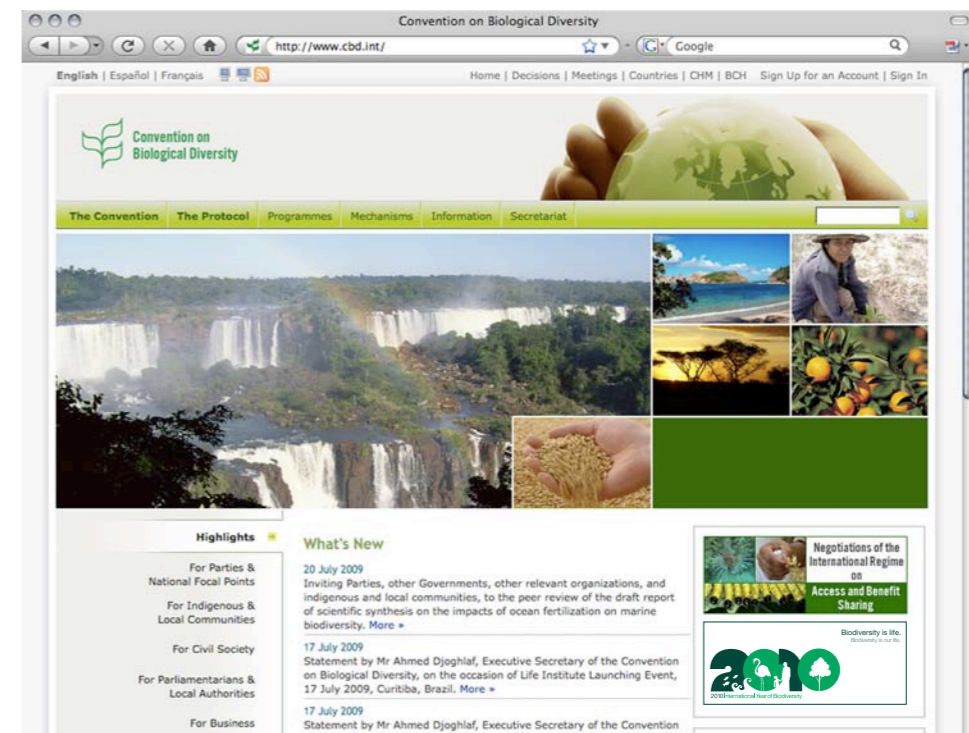
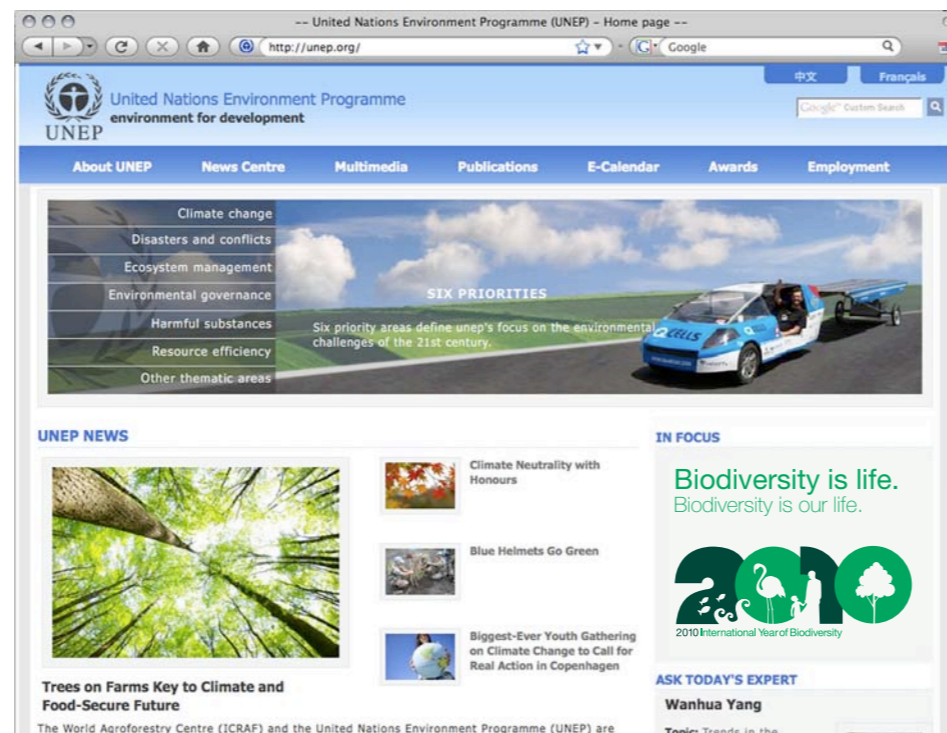
Large format usage

Online

Animation

### Online

Similar to large formats, online applications, such as web banners, will be opportunities to intrigue audiences rather than to educate them. It is recommended again to keep text to a minimum and maximise on the logo and its various elements.



## Brand Usage Guidelines 4. Applying the Brand

Iconographic style

Image style

Letterheads

Reports and posters

Large format usage

Online

Animation

### Animation

Animation is likely to be viewed online. As with the online applications and large formats, text should be kept to a minimum and focus should be centered on the logo and its various elements.

With animation, there is the opportunity to bring the elements of the logo, in a sense, “to life.” For example, the tree could grow from a seedling and the flamingo could fly in.

To the right is an example of a possible sequence where the different elements come together and effectively “build” the logo.



2010 International Year of Biodiversity

## Brand Usage Guidelines

### 5. Brand Usage Rules

#### Usage rules

#### Waiver of liability

## Usage rules

### Uses of the logo

The logo of the International Year of Biodiversity is primarily intended for three kinds of promotional use: information, fundraising and use by a commercial entity, as outlined below:

#### a. Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative;
- Not intended to raise funds; and
- Not carried out by a commercial entity.

All entities interested in using the International Year of Biodiversity logo for information purposes must apply for approval to the Secretariat of the Convention on Biological Diversity. When requesting approval, the entities should provide:

- A short statement of identity (nature of the organization and its objectives);
- An explanation of how and where the logo will be used.

Before the logo is used for information purposes, a waiver of liability (please see page 33) must be signed by the entity requesting to use the logo.

#### b. Fundraising uses of the logo

Fundraising uses of the logo are those intended to raise resources to cover costs of activities in support of celebrations for the International Year of Biodiversity to be organized in 2010.

Fundraising uses of the logo may be undertaken only by non-commercial entities. All entities interested in using the International Year of Biodiversity logo for fundraising purposes must apply for approval to the Secretariat of the convention on Biological Diversity.

When requesting permission to use the logo for fundraising purposes, the entities must provide:

- A short statement of identity (nature of the organization and its objectives);
- An explanation of how and where the logo will be used;
- An explanation of how the fundraising will take place;
- A summary budget; and
- An explanation of how the proceeds would be allocated to cover costs of activities during the International Year of Biodiversity.

Before the logo is used for fundraising purposes, a waiver of liability (please see page 33) must be signed by the entity requesting to use the logo.

#### c. Uses of the logo by a commercial entity

The uses of the logo by commercial entities are all those undertaken by or involving commercial entities, as well as any use intended to lead to commercial or personal profit. All commercial entities interested in using the International Year of Biodiversity logo must apply for approval from the Secretariat of the Convention on Biological Diversity. When requesting permission to use the logo, the entities must explain:

- The nature of the company or enterprise;
- The proposed uses of the logo;
- The names of countries/territories where the logo will be used;
- The nature of products/services that the entity produces/sells in those areas;
- How the products relate to disseminating the messages behind the International Year of Biodiversity in 2010;



## Brand Usage Guidelines

### 5. Brand Usage Rules

#### Usage rules

#### Waiver of liability

### Usage rules

- What profits the entity is expected to make from the use of the logo; and
- A summary budget, giving the expenses and any proposed royalties or contributions the entity is expected to make to local, national or international activities for the preparations of the International Year of Biodiversity in 2009 or in favour of implementation of the activities of the International Year of Biodiversity in 2010.

Before the logo is used by a commercial entity, a contract must be signed with the Secretariat of the Convention on Biological Diversity. In particular, such contracts must include provisions concerning the waiver of liability. Such contracts must also provide the detailed terms and conditions concerning the use of the logo, including the details of the information enumerated above. Additionally, such contracts must contain the United Nations General Conditions of Contract.

#### d. Length of use of logo

The “International Year of Biodiversity “ logo will be used during the next 18 months approximately (end of 2009, all of 2010 and the first months of 2011) for publications that the UN may produce with or without external partners in connection with the IYB, including, inter alia, posters, brochures, books, videos, flash and powerpoint presentations, banners, illustrations, and animations. This period includes the preparation phase in 2009 for the International Year of Biodiversity, the celebrations of the International Year of Biodiversity in 2010, and any subsequent reporting in early 2011.

### Liability

All entities authorized to use the International Year of Biodiversity logo for the purposes specified herein must agree to the following provisions on waiver of liability:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- Neither the United Nations nor the Secretariat of the Convention on Biological Diversity assumes any responsibility for the activities of the undersigned; and
- The entity shall hold harmless and defend the United Nations, the Secretariat of the Convention on Biological Diversity and their officials against any action that may be brought against the United Nations, the Secretariat of the Convention on Biological Diversity or their officials as a result of the use of the logo.

When the logo is used for information and fundraising purposes, the waiver of liability form must be signed by the entity. When the logo is used by a commercial entity, the above provisions on waiver of liability must be incorporated into a contract to be signed by the entity. All duly signed waiver-of-liability forms and contracts must be received by the Secretariat of the Convention on Biological Diversity before the proposed activities are carried out.

### Inquiries

Secretariat of the Convention on Biological Diversity  
Attention: The International Year of Biodiversity logo review board  
413 Saint-Jacques Street, suite 800  
Montreal, QC, Canada  
H2Y 1N9  
Fax: +1 514 288 6588  
Email: IYB2010@cbd.int

## Brand Usage Guidelines

### 5. Brand Usage Rules

#### Usage rules

#### Waiver of liability

### Waiver of liability

#### Waiver of Liability for the Use of the Logo of “the International Year of Biodiversity”

The undersigned acknowledges that, in using the logo for the International Year of Biodiversity as explained in its submission dated \_\_\_\_\_ to the Secretariat of the Convention on Biological Diversity:

- a. The undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities;
- b. Neither the United Nations, nor the Secretariat of the Convention on Biological Diversity assume any responsibility for the activities of the undersigned; and
- c. The undersigned shall hold harmless and defend the United Nations, the Secretariat of the Convention on Biological Diversity and their officials against any action that may be brought against the United Nations, the Secretariat of the Convention on Biological Diversity or their officials as a result of the use of the logo.

Signed \_\_\_\_\_

Full Name (block letters) \_\_\_\_\_

Affiliation (block letters) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Email \_\_\_\_\_

Date \_\_\_\_\_

Please send to:

Secretariat of the Convention on Biological Diversity  
Attention: The International Year of Biodiversity logo review board  
413 Saint-Jacques Street, suite 800  
Montreal, QC, Canada  
H2Y 1N9  
Fax: +1 514 288 6588  
Email: IYB2010@cbd.int

## Brand Usage Guidelines

### 6. FAQs

## Frequently Asked Questions

### I don't like the colours – can I change them?

The logo is designed specifically for the colours shown in this guide. You must use just the colours you see. However, it is possible to use it in grayscale.

### How do I add translated text?

Translated text can replace the text you see in English. We recommend that you use the Adobe Illustrator (“.ai”) version and then replace the text. You can then generate your own EPS, JPEG or PDF files.

### Can I use this for our national/regional/local International Year of Biodiversity events and campaigns?

One of the main purposes of the logo is to illustrate and co-brand events. Please do so, but remember to complete the waiver form, available on page 33.

### Can I use this for commercial merchandise?

Any use of the logo for commercial merchandise must be approved by the Secretariat. You will be required to provide information about your project, its relationship to the Year, as well as other details. You will need to incorporate the waiver text as part of your contract (see the “Usage rules” section, starting on page 31).

### What formats do you have available and which should I use?

The colour and grayscale logos are both available in EPS, GIF and in two JPEG formats. (The grayscale version should only be used on black and white documents). Please use the EPS for scaling the logo; it is a vector file and so will retain the quality and integrity of the logo. The high resolution JPEG (labelled “hi-res”) should be used for all **print** communications materials. The GIF and web JPEG (labelled “web”) should be used for all online communications purposes. Where a logo with a transparent background is required, online, the GIF should be used.

EPS and GIF formats of the outline version of the logo are also available. There is a white and green version of each. These are only for use on dark backgrounds.

Additionally, an Adobe Illustrator (“.ai”) file of the logo is available to allow for translation. The file should only ever be used as a working file; once the translation is completed, the file should be converted into an EPS, JPEG or PDF file.

### Can I use the 2010 logo as a stand alone or must I use the CBD logo and the UNEP logo as well?

The 2010 logo can stand on its own, or it can be used with your organization's logo. Use of the CBD and UNEP logos is reserved for events or products that include the participation of these organizations. In such cases, you will need permission. If you do use these, then please refer to the usage guidelines for each of these organizations.

### What permissions are required to use the logo?

Permissions relating to the use of the logo should be obtained from the Secretariat of the Convention on Biological Diversity and will require signing the waiver form, available on page 33. This registration helps the Secretariat know where the logo is being used throughout the world.

### Who do I talk to for consultation?

The Secretariat of the Convention on Biological Diversity is the focal point and we will be happy to answer any questions. Send us an email at [IYB2010@cbd.int](mailto:IYB2010@cbd.int) with your question.

Any further inquiries should be directed to:

Secretariat of the Convention on  
Biological Diversity  
Attention: The International Year of Biodiversity  
logo review board  
413 Saint-Jacques Street, suite 800  
Montreal, QC, Canada  
H2Y 1N9  
Fax: +1 514 288 6588  
Email: [IYB2010@cbd.int](mailto:IYB2010@cbd.int)